

MONTANA TOURISM & RECREATION INDUSTRY FAST FACTS

Big Sky Value ...

- ◆ **Tourism is one of Montana's leading and fastest growing industries**
- ◆ Non-resident **visitors spent \$1.7 billion** in 2001; new money for Montana's economy
- ◆ Tourism and recreation businesses **supported 32,200 Montana jobs** in 2001
- ◆ Visitor spending **provided \$492 million in 2001 worker salaries**
- ◆ **Visitors ate 110,000,000 meals** in Montana last year (\$457 million worth of Montana beef, wheat, and other food products)
- ◆ **Non-residents spent \$1.2 billion on retail items** in 2001 (clothes, gifts, sporting goods, food, gas and other products) ; that's 72 cents of every visitor dollar being spent in "Main Street" businesses
- ◆ **Without tourism and recreation Montanans would be unable to maintain the state's current level of air transportation** (One half of all commercial airline passengers flying in and out of Montana are visitors)
- ◆ Non-resident travel expenditures **generated over \$146 million in state and local tax revenue** in 2001
- ◆ **Montana's tourism promotion and development efforts, statewide, are financed by the 4% lodging tax** (State promotion and development efforts have not used General Fund dollars since 1987)
- ◆ **Montana's "Return-on-Investment" from lodging tax funded activities is \$195 in visitor spending for every \$1 spent on state, regional and local promotion and development**
- ◆ The **Montana Tourism and Recreation Strategic Plan 2003-2007 is the statewide blueprint** to ensure that tourism remains a positive contributor to Montana's economic and social well-being



Figures compiled using data included in the *Montana Tourism & Recreation Strategic Plan 2003-2007*, the ITRR, *2001 Nonresident Travel Estimates for Montana*, and ITRR, *An Economic Review of the Travel Industry in Montana, 2002 Edition*

Montana Department of Commerce, Montana Promotion Division

